

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1982

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.2	13.9	15.2	13.4		12.8	15.3	13.3	12.9	14.1	13.7	13.2	13.5
NO. OF PROGRAMS†	10	8	24	3	1FR	6	23	28	23	34	57	26	83

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.7	10.3	4.3	6.2	5.8	4.7	4.6	6.7	5.8	4.5	9.2	5.6	7.4
NO. OF PROGRAMS†	5	3	12	14	5	4	12	12	24	32	8	6	14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 12, 1982

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS AMERICA PAGEANT(S)	23.4	19,490	9	WKRP IN CINCINNATI#	18.3	15,240
2	TOO CLOSE FOR COMFORT	21.5	17,910	11	60 MINUTES	17.9	14,910
3	HOUSE CALLS#	21.2	17,660	12	JEFFERSONS	17.0	14,160
4	M*A*S*H	20.9	17,410	13	LAVERNE & SHIRLEY	16.9	14,080
5	THREE'S COMPANY	20.6	17,160	14	ARCHIE BUNKER'S PLACE	16.7	13,910
6	SCRUPLES PT. II(S)	19.6	16,330	15	PRIVATE BENJAMIN#	16.5	13,740
7	SCRUPLES PART I(S)	18.8	15,660	16	HILL STREET BLUES	15.9	13,240
8	LOU GRANT#	18.4	15,330	17	HAPPY DAYS	15.8	13,160
9	HART TO HART	18.3	15,240	18	REAL PEOPLE	15.5	12,910

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
•EVENING															CBS REPORTS(S)																	
ABC NEWS CLOSEUP(S)															1 WED. 8.00P 60 CBS DN																	
2 MON. 8.00P 60 ABC N															CBS SAT. NEWS-SCHIEFFER						43											
ABC NEWSBRIEF-M-F															1 SAT. 6.30P 30 CBS N																	
1 MON. 10.01P 1 ABC N						229									CBS SAT. NIGHT MOVIE						31											
1 TUTHF 9.58P 1															2 SAT. 9.00P 120 CBS FF																	
1 WED. 10.24P 1															CBS TUESDAY NIGHT MOVIES						27											
2 MON. 8.58P 1															1 TUE. 9.00P 120 CBS FF																	
2 TUEF 9.58P 1															CBS WEDNESDAY NIGHT MOVIE						11											
2 THU. 9.57P 2															1 WED. 9.23P 120 CBS FF																	
ABC NEWSBRIEF-SAT.						46									CHIPS						41											
SAT. 9.58P 1 ABC N															SUN. 8.00P 60 NBC OP																	
ABC NEWSBRIEF-SUN.						46									CHIPS SPECIAL(S)																	
1 SUN. 10.04P 2 ABC N															2 FRI. 8.00P 60 NBC OP																	
2 SUN. 9.57P 3															CODE RED						9											
ABC SPORTS UPDATE-SAT						46									SUN. 7.00P 60 ABC GD						10											
SAT. 8.58P 1 ABC SN															CRONKITE'S UNIVERSE																	
ABC SPORTS UPDATE-SUN						46									1 TUE. 8.00P 30 CBS DO																	
1 SUN. 9.02P 2 ABC SN															DALLAS						37											
2 SUN. 8.26P 1																																
ABC SUNDAY NIGHT MOVIE						38																										
1 SUN. 8.00P 180 ABC FF																																

2 SUN. 9.00P 110

ABC WORLD NEWS TONIGHT

M-F 6.30P 30 ABC N

ABC WRLD NEWS TONIGHT-SUN

SUN. 6.30P 30 ABC N

ALICE

1 SUN. 9.00P 30 CBS CS

ARCHIE BUNKER'S PLACE

1 SUN. 8.00P 30 CBS CS

2 SUN. 8.37P 60

BARNEY MILLER

1 THU. 9.00P 30 ABC CS

2 THU. 9.00P 60

BENSON

FRI. 8.00P 30 ABC CS

BORN TO THE WIND-4(S)

1 SUN. 7.00P 60 NBC A

CALLAHAN(S)

2 THU. 8.30P 30 ABC CS

CATALINA C-LAB(S)

2 SUN. 7.30P 30 NBC GD

CBS EVENING NEWS-RATHER

M-F 6.30P 30 CBS N

CBS EVENING NEWS-DEAN

1 SUN. 6.30P 30 CBS N

FRI. 9.00P 60 CBS GD

DIFF'RENT STROKES-SAT.

SAT. 8.00P 30 NBC CS

DUKES OF HAZZARD

FRI. 8.00P 60 CBS CS

DYNASTY

1 WED. 10.26P 60 ABC GD

2 WED. 10.00P 60

EAST OF EDEN PART III(S)

1 MON. 8.00P 180 ABC GD

FACTS OF LIFE

1 WED. 9.22P 30 NBC CS

2 WED. 9.00P 30

FACTS OF LIFE SPECIAL-SAT(S)

1 SAT. 8.30P 30 NBC CS

FALCON CREST

FRI. 10.00P 60 CBS GD

FALL GUY

1 WED. 9.26P 60 ABC A

2 WED. 9.00P 60

FAME

THU. 8.00P 60 NBC GD

FANTASY ISLAND

SAT. 10.00P 60 ABC A

FATHER MURPHY

1 TUE. 8.00P 60 NBC GD

B 21.0 37 1749

A 9.7 21 808

B 9.7 21 808

A 12.4 25 1033

B 18.6 34 1549

A 10.7 20 891

B 11.7 22 975

A 15.1 26 1258

A 15.4 25 1283

B 17.7 29 1474

A 11.3 24 941

A 12.4 25 1033

B 12.0 25 1000

A 14.3 24 1191

B 17.5 28 1458

A 10.5 19 875

B 12.9 22 1075

A 12.7 24 1058

B 17.4 33 1449

A 9.6 18 800

B 9.2 18 766

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
EVENING CONT'D															MODESTY BLAISE(S)								200		99	A	14.6	25	1216	2 SUN. 8.00P 60 ABC GD								197		97	A	9.6	17	800										
G.E. THEATER(S)								193		97	A	12.2	21	1016	NBC MAJOR LGE. PRE-TUE.(S)																																							
2 SUN. 9.00P 120 NBC GD															2 TUE. 8.00P 18 NBC SC																																							
GIMME A BREAK						2	192	158	97	84	A	14.7	25	1225	NBC MAJOR LGE. BSBL-TUE.(S)								199		98	A	12.9	21	1075	2 TUE. 8.18P 173 NBC SE																								
THU. 9.00P 30 NBC CS											B	14.7	25	1225	NBC MONDAY NIGHT MOVIES						36	192	185	98	97	A	12.3	21	1025	MON. 9.00P 120 NBC FF																								
GREATEST AMERICAN						2	184	190	96	97	A	13.2	25	1100	NBC MOVIE OF THE WEEK(S)								192		96	A	9.5	18	791	2 FRI. 9.00P 120 NBC FF																								
FRI. 9.00P 60 ABC A											B	13.2	25	1100	NBC MOVIE OF THE WEEK-TUE(S)								195		98	A	7.7	14	641	1 TUE. 9.00P 120 NBC FF																								
HAPPY DAYS						43	202	164	98	91	A	15.8	29	1316	NBC NEWS CAPSULE-M-F						44	172	158	89	86	A	10.5	18	875	1 M-TH 8.58P 1 NBC N																								
TUE. 8.00P 30 ABC CS											B	18.1	30	1508	2 M-THF 8.58P 1											B	9.5	18	791	2 TUE. 8.15P 1																								
HART TO HART						40	202	195	99	99	A	18.3	32	1524	NBC NEWS CAPSULE-2-M-F						23	176	163	91	88	A	10.1	17	841	1 MON. 9.42P 1 NBC N																								
TUE. 10.00P 60 ABC PD											B	20.1	34	1674	1 THU. 9.58P 1											B	10.1	18	841	2 MON. 9.55P 1																								
HILL STREET BLUES						40	211	203	99	99	A	15.9	29	1324	2 TUE. 8.15P 1																																							
THU. 10.00P 60 NBC OP											B	17.7	31	1474	NBC NEWS CAPSULE-2-M-F																																							
HOUSE CALLS						10	198		99		A	21.2	35	1766	1 MON. 9.30P 30 CBS CS																																							
1 MON. 9.30P 30 CBS CS											B	17.8	30	1483	2 SUN. 9.30P 30 CBS CS						37	151	193	88	98	A	17.0	29	1416	1 THU. 9.58P 1																								
JEFFERSONS						37	151	193	88	98	A	17.0	29	1416	2 SUN. 9.37P 30																																							
1 SUN. 9.30P 30 CBS CS											B	21.1	34	1758	JOANIE LOVES CHACHI						2	205	165	99	93	A	13.7	26	1141	2 WED. 9.58P 1																								
2 SUN. 9.37P 30															THU. 8.00P 30 ABC CS																																							
JOANIE LOVES CHACHI						2	205	165	99	93	A	13.7	26	1141																																								
THU. 8.00P 30 ABC CS											B	13.7	26	1141																																								

KNOTS LANDING						14	193		99		A	11.6	21	966
1 THU.	10.00P	60	CBS	GD							B	12.5	23	1041
LAVERNE & SHIRLEY						17	203	161	99	91	A	16.9	29	1408
TUE.	8.30P	30	ABC	CS							B	15.1	28	1258
LITTLE HOUSE-PRAIRIE						38	213	205	99	99	A	13.0	23	1083
MON.	8.00P	60	NBC	GD							B	16.5	26	1374
LOU GRANT						32	202		99		A	18.4	32	1533
1 MON.	10.00P	60	CBS	GD							B	15.8	27	1316
LOVE BOAT						44	196	200	98	96	A	15.2	28	1266
SAT.	9.00P	60	ABC	CS							B	19.3	34	1608
LOVE, SIDNEY						11	189	172	97	91	A	13.5	22	1125
1 WED.	9.52P	30	NBC	CS							B	13.0	23	1083
2 WED.	9.30P	30												
MAGNUM, P.I.(B)								145		82	A	9.6	18	800
2 THU.	8.00P	60	CBS	PD										
MAGNUM, P.I.						42	202		99		A	14.7	28	1225
1 THU.	8.00P	60	CBS	PD							B	18.9	32	1574
MAKING A LIVING						10	185	170	97	93	A	11.5	23	958
FRI.	8.30P	30	ABC	CS							B	10.2	22	850
M*A*S*H						40	199	194	99	98	A	20.9	36	1741
1 MON.	9.00P	30	CBS	CS							B	20.7	32	1724
2 MON.	8.00P	30												
MISS AMERICA PAGEANT(S)							209		99		A	23.4	45	1949
2 SAT.	10.00P	120	NBC	AC										

[illegible]

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
WEEKDAY DAYTIME CONT'D																														
ALICE-M-F						224	152	153	87	87	A	5.2	26	433	GENERAL HOSPITAL						226	204	203	99	99	A	9.2	33	766	
1	M-F	10.30A	30	CBS	CS					B	5.6	26	466	1	M-F	3.00P	60	ABC	DD							B	10.6	35	883	
2	TU-F	10.30A	30											2	TU-F	3.00P	60													
ALICE-M-F(B)								100		68	A	5.4	19	450	GENERAL HOSPITAL-MON(B)								133		82	A	6.9	21	575	
2	MON.	10.30A	30	CBS	CS									2	MON.	3.00P	60	ABC	DD											
ALL MY CHILDREN						227	202	201	99	99	A	9.2	33	766	GOOD MORNING, AMERICA-730						228	207	206	99	99	A	4.7	28	392	
1	M-F	1.00P	60	ABC	DD					B	9.3	32	775	1	M-F	7.30A	30	ABC	N							B	5.2	29	433	
2	TU-F	1.00P	60											2	TU-F	7.30A	30													
ALL MY CHILDREN-MON(B)								131		81	A	8.1	25	675	GOOD MORNING, AMERICA-830						228	207	203	99	99	A	4.7	25	392	
2	MON.	1.00P	60	ABC	DD									1	M-F	8.30A	30	ABC	N							B	5.3	26	441	
ANOTHER WORLD						222	201	193	99	96	A	4.8	18	400	2 TU-F 8.30A 30															
M-F	2.00P	60	NBC	DD						B	4.5	16	375	GOOD MORN,AMER-MON-730(B)								126		80	A	2.2	17	183		
														2	MON.	7.30A	30	ABC	N											
AS THE WORLD TURNS						225	203	202	99	99	A	7.5	27	625	GOOD MORN,AMER-MON-830(B)								127		81	A	3.0	14	250	
1	M-F	1.30P	60	CBS	DD					B	7.1	25	591	2 MON. 8.30A 30 ABC N																
2	TU-TH	1.30P	60											GUIDING LIGHT						224	204	204	99	99	A	7.5	27	625		
CAPITOL						103	195	194	96	96	A	6.1	24	508	1	M-F	3.00P	60	CBS	DD							B	7.6	25	633
1	M-F	2.30P	30	CBS	DD					B	5.3	20	441	2	TU-TH	3.00P	60													
2	TU-TH	2.30P	30											LOVE BOAT DAYTIME						227	189	187	95	95	A	5.5	26	458		
CAPTAIN KANGAROO						155	76	65	62	60	A	.5	6	42	1	M-F	11.00A	60	ABC	CS							B	6.3	28	525

M-F	6.30A	30	CBS C	10	185	176	99	96	B	.5	6	42	2 TU-F	11.00A	60				117		76	A	5.5	18	458
CBS MORNING NEWS 1									A	2.5	16	208	LOVE BOAT DAYTIME-MON(B)												
M-F	7.30A	30	CBS N						B	2.5	16	208	2 MON.	11.00A	60	ABC CS									
CBS MORNING NEWS 2				10	185	174	99	96	A	2.5	13	208	NEWSBREAK-11.57				224	169	164	90	88	A	7.0	30	583
M-F	8.30A	30	CBS N						B	2.5	13	208	M-F	11.57A	2	CBS N					B	6.6	28	550	
CHIPS M-F				89	158	153	86	84	A	4.5	16	375	NEWSBREAK-3.57				224	185	184	95	95	A	5.7	20	475
1 M-F	3.00P	60	NBC OP						B	4.0	14	333	1 M-F	3.57P	2	CBS N					B	6.3	20	525	
2 MTUTHF	3.00P	60											2 TU-TH	3.57P	2										
2 WED.	3.00P	26																							
&	3.43P	17											ONE DAY AT A TIME-M-F				223	141	133	81	80	A	3.7	18	308
DAYS OF OUR LIVES				224	206	198	99	96	A	6.2	22	516	M-F	10.00A	30	CBS CS					B	4.0	20	333	
M-F	1.00P	60	NBC DD						B	5.7	20	475	ONE LIFE TO LIVE				228	202	201	99	99	A	8.0	31	666
DIFFRENT STROKES M-F				95	126	123	82	79	A	3.7	18	308	1 M-F	2.00P	60	ABC DD					B	8.8	31	733	
M-F	10.00A	30	NBC CS						B	3.5	17	292	2 TU-F	2.00P	60										
DOCTORS				105	138	135	69	69	A	1.8	7	150	ONE LIFE TO LIVE-MON(B)						132		82	A	6.4	20	533
M-F	12.00N	30	NBC DD						B	2.0	8	167	2 MON.	2.00P	60	ABC DD									
EARLY TODAY M-F				44	168	162	90	88	A	1.2	15	100	PRICE IS RIGHT 1(B)						129		85	A	6.0	20	500
M-F	6.30A	25	NBC N						B	1.2	15	100	2 MON.	11.00A	30	CBS AP									
EDGE OF NIGHT				221	151	140	79	76	A	3.7	13	308	PRICE IS RIGHT 1				225	195	195	98	97	A	7.2	35	600
M-F	4.00P	30	ABC DD						B	4.7	15	392	1 M-F	11.00A	30	CBS AP					B	6.6	30	550	
FAMILY FEUD				228	173	172	90	90	A	6.0	25	500	2 TU-F	11.00A	30										
1 M-F	12.00N	30	ABC QP						B	6.7	26	558	PRICE IS RIGHT 2				224	195	195	98	97	A	8.4	38	700
2 TU-F	12.00N	30											1 M-F	11.30A	30	CBS AP					B	7.8	33	650	
													2 TU-F	11.30A	30										
FAMILY FEUD-MON(B)						114		73	A	5.6	18	466	PRICE IS RIGHT 2(B)						129		85	A	7.5	24	625
2 MON.	12.00N	30	ABC QP										2 MON.	11.30A	30	CBS AP									

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																												
HEATHCLIFF & MARMADUKE					29	190	189	97	97	A	5.4	24	450	NFL FOOTBALL GAME 1-NBC					1		197	82	A	5.3	14	441		
SAT. 11.30A 30 ABC CA										B	5.7	23	475	2 SUN. 1.00P 176 NBC SE									B	5.3	14	441		
IN THE NEWS- 8.26AM					48	189	188	96	96	A	1.9	14	158	NFL FOOTBALL GAME 2-NBC					1		213	99	A	14.5	34	1208		
SAT. 8.26A 3 CBS CN										B	2.7	18	225	2 SUN. 4.00P 207 NBC SE									B	14.5	34	1208		
IN THE NEWS- 8.56AM					48	200	195	99	99	A	2.2	12	183	NFL FOOTBALL POST-NBC					1		165	69	A	3.9	10	325		
SAT. 8.56A 3 CBS CN										B	3.3	18	275	2 SUN. 3.49P 11 NBC SC									B	3.9	10	325		
IN THE NEWS- 9.26AM					48	200	195	99	99	A	2.9	14	242	POPEYE/OLIVE COMEDY SHOW					37	189	188	96	96	A	1.8	14	150	
SAT. 9.26A 3 CBS CN										B	4.2	19	350	SAT. 8.00A 30 CBS CA									B	2.2	16	183		
IN THE NEWS-9.56AM					47	202	199	99	99	A	5.2	24	433	RICHIE RICH/SCOOPY D00-1					48	194	193	99	99	A	5.0	24	417	
SAT. 9.56A 3 CBS CN										B	6.3	27	525	SAT. 10.00A 30 ABC CA									B	5.6	25	466		
IN THE NEWS-11.56AM					46	189	179	93	94	A	5.2	23	433	RICHIE RICH/SCOOPY D00-2					48	198	197	99	99	A	5.5	26	458	
SAT. 11.56A 3 CBS CN										B	5.5	21	458	SAT. 10.30A 30 ABC CA									B	6.3	26	525		
IN THE NEWS-12.56PM(B)						143		70		A	3.1	13	258	SCHOOLHOUSE ROCK-8.26AM					47	179	182	94	95	A	3.2	25	267	
1 SAT. 12.56P 3 CBS CN														SAT. 8.26A 4 ABC CN									B	3.2	22	267		
IN THE NEWS-12.26PM					45	149		74		A	3.1	13	258	SCHOOLHOUSE ROCK-8.55AM					29	192	192	98	99	A	3.7	21	308	
1 SAT. 12.26P 3 CBS CN										B	4.4	16	367	SAT. 8.55A 4 ABC CN									B	3.7	21	308		
IN THE NEWS-10.56AM					48	201	198	98	98	A	5.7	25	475	SCHOOLHOUSE ROCK-9.25AM					29	195	194	99	99	A	4.0	19	333	
SAT. 10.56A 3 CBS CN										B	7.1	28	591	SAT. 9.25A 4 ABC CN									B	3.9	18	325		
IN THE NEWS-11.26AM					48	201	196	98	98	A	6.0	27	500	SCHOOLHOUSE ROCK-10.26AM					1		97	72	A	1.6	7	133		
														2 SUN. 10.26A 3 ABC CN									B	1.6	7	133		

SAT.	11.26A	3	CBS	CN					B	7.1	28	591	SMURFS I			48	205	205	99	99	A	7.0	43	583	
KID SUPER POWER I					47	193	196	97	97	A	5.8	28	483	SAT.	8.30A	30	NBC	CA			B	6.0	36	500	
SAT.	9.30A	30	NBC	CA						B	6.0	27	500	SMURFS II			48	205	205	99	99	A	9.3	48	775
KID SUPER POWER II					47	193	196	97	97	A	5.5	24	458	SAT.	9.00A	30	NBC	CA			B	8.3	41	691	
SAT.	10.00A	30	NBC	CA						B	5.8	24	483	SPACE STARS I			37	177	178	91	91	A	3.6	16	300
KIDS ARE PEOPLE TOO I					45	115		79		A	1.9	10	158	SAT.	11.00A	30	NBC	CA			B	4.3	17	358	
1 SUN.	10.30A	35	ABC	CL						B	2.2	9	183	SPACE STARS II			37	177	178	91	91	A	3.3	15	275
KIDS ARE PEOPLE TOO II					45	114		78		A	2.4	13	200	SAT.	11.30A	30	NBC	CA			B	4.4	17	367	
1 SUN.	11.05A	25	ABC	CL						B	2.6	11	217	SPIDER-MAN & FRIENDS			38	197	194	98	98	A	5.7	25	475
LAVERNE AND SHIRLEY					44	196	194	99	99	A	5.6	26	466	SAT.	10.30A	30	NBC	CA			B	5.8	23	483	
SAT.	9.30A	30	ABC	CA						B	5.6	25	466	SPORTSBEAT			21		144		84	A	3.3	8	275
MEET THE PRESS					45	192	113	98	83	A	2.6	11	217	2 SUN.	5.30P	30	ABC	SC			B	3.3	10	275	
1 SUN.	12.30P	30	NBC	CC						B	3.8	14	317	SPORT BILLY			6	135	149	73	74	A	3.6	15	300
2 SUN.	12.00N	30												1 SAT.	12.30P	30	NBC	CA			B	3.1	13	258	
NBC MAJOR LEAGUE PRE GAME					19	199	196	95	95	A	4.2	16	350	2 SAT.	12.00N	30									
SAT.	2.00P	15	NBC	SC						B	4.8	18	400	SPORTSWORLD			31	180		91		A	7.1	24	591
NBC MAJOR LEAGUE BASEBALL					20	199	198	94	98	A	5.4	18	450	1 SUN.	4.00P	90	NBC	SA			B	6.2	18	516	
1 SAT.	2.15P	153	NBC	SE						B	6.5	22	541	SUNDAY MORNING			48	164	161	93	93	A	4.1	22	342
2 SAT.	2.15P	158												SUN.	9.00A	90	CBS	N			B	4.5	23	375	
NCAA FOOTBALL PRE GAME					1		194		98	A	7.3	24	608	SUPERFRIENDS			48	179	182	94	95	A	2.8	24	233
2 SAT.	3.30P	13	ABC	SC						B	7.3	24	608	SAT.	8.00A	30	ABC	CA			B	3.2	24	267	
NCAA FOOTBALL GAME					1		197		99	A	9.3	26	775	TARZAN/L.RANGER/ZORRO	HR1	37	200	195	99	99	A	2.1	12	175	
2 SAT.	3.43P	202	ABC	SE						B	9.3	26	775	SAT.	8.30A	30	CBS	CA			B	3.0	17	250	
NFL '82-NBC					1		185		97	A	3.1	10	258	TARZAN/L.RANGER/ZORRO	HR2	37	200	195	99	99	A	2.8	14	233	
2 SUN.	12.30P	30	NBC	SC						B	3.1	10	258	SAT.	9.00A	30	CBS	CA			B	3.8	18	317	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)						22,410 26.9												
	ABC TV						EAST OF EDEN PART III (R)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)						12,580 15.1	12.1*		13.7*		15.2*		16.0*		16.8*		16.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 11.4	22 *		24 *		25 *		26 *		28 *		29 *	
E K 1	TOTAL AUDIENCE (Households (000) & %)						16,490 19.8			17,080 20.5			22,070 26.5			19,580 23.5			19,080 22.9
	CBS TV						PRIVATE BENJAMIN (R)(OP)		WKRP IN CINCINNATI (R)		M*A*S*H (R)		HOUSE CALLS		LOU GRANT				
	AVERAGE AUDIENCE (Households (000) & %)						13,740 16.5			15,240 18.3			19,330 23.2			17,660 21.2			15,330 18.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 15.5			32 17.5			38 21.7			35 24.6			32 18.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)						14,160 17.0							13,240 15.9					
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES FREEDOM ROAD, PART I(R) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)						9,580 11.5			11.0*			12.0*			8.8			7,330 8.8
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 11.1			20 *			21 *			15 9.4			15 8.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)						11,500 13.8							25,990 31.2					
	ABC TV						ABC NEWS CLOSEUP THE MONASTERY(R) (OP)				NCAA FOOTBALL SPECIAL CLEMSON VS GEORGIA (9:00-12:19AM)(OP) (SUSPENDING 12:19-12:22AM)								
	AVERAGE AUDIENCE (Households (000) & %)						6,500 7.8	7.5*		8.0*		12,580 15.1	14.5*		17.1*		17.4*	15.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 8.1	14 *	7.0	8.2		28 13.6	24 *		28 *		28 *	27 *	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						18,580 22.3			23,070 27.7									
	CBS TV						M*A*S*H (R)		TURNING POINT (R)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)						15,410 18.5			11,160 13.4			13.5*		13.1*		13.4*	13.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 17.4			22 19.7			22 *		21 *		22 *	23 *	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						17,490 21.0							21,240 25.5					
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES MADAME X(R) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)						12,000 14.4	12.4*		16.4*		13,080 15.7	14.4*		15.3*		16.1*	16.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 11.7	23 *	13.0	28 *	16.0	26 14.3	24 *	15.0	25 *	15.5	26 *	30 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	51.1	52.1	51.9	52.4	53.3	55.6	56.6	58.4	59.7	61.0	61.3	61.0	59.2	58.9	57.5	55.0	
		WK 2	48.1	50.4	50.8	52.8	54.0	55.8	57.9	59.8	60.8	61.5	61.9	62.3	61.6	60.3	57.4	55.1	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. MON. SEPT. 6, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					15,910 19.1		16,410 19.7		19,580 23.5		20,910 25.1		19,990 24.0					
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					13,660 16.4		14,660 17.6		17,330 20.8		18,660 22.4		15,490 18.6	18.7*		18.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					32 15.2	17.6	32 17.2	17.9	37 19.7	21.9	39 21.8	23.0	35 19.0	34* 18.3	35* 18.3	35* 18.8		
K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,250 12.3		8,830 10.6		21,240 25.5		CBS TUESDAY NIGHT MOVIES SCAVENGER HUNT							
	CBS TV						CRONKITE'S UNIVERSE		ONE MORE TRY (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{					8,830 10.6		8,000 9.6		12,500 15.0	14.2*		15.2*		15.6*		15.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					21 10.2	10.9	18 9.4	9.7	27 14.0	25* 14.5		27* 15.6		29* 15.8	29* 15.4	28* 15.5	28* 14.6	
K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,250 13.5				11,910 14.3		NBC MOVIE OF THE WEEK-TUE FREEDOM ROAD, PART 2(R) (SUS-OP)							
	NBC TV						FATHER MURPHY (R)(OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{					8,000 9.6	9.1*		10.1*	6,410 7.7	7.3*		7.2*		7.9*		8.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					18 9.2	18* 9.1	9.9	19* 10.3	14 7.6	13* 6.9		13* 7.4	6.9	7.6	15* 8.3	16* 8.5	16* 8.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,160 18.2		14,830 17.8		18,910 22.7		18,990 22.8		18,990 22.8					
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					12,580 15.1		13,490 16.2		16,910 20.3		17,160 20.6		14,910 17.9	18.0*		17.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					26 13.6	16.5	26 15.6	16.8	31 19.3	21.3	31 20.3	20.9	30 18.2	29* 17.8	31* 17.6	31* 18.2		
K 2	TOTAL AUDIENCE (Households (000) & %)	{					27,990 33.6				SCRUPLES PART 1 (R)(OP)									
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{					15,660 18.8	16.6*		18.8*		19.0*		19.0*		19.6*		20.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					30 16.1	28* 17.0		30* 18.4	19.3	19.2	18.7	18.9	19.0	19.2	20.0	19.9	20.3	
K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,830 10.6	21,410 25.7												
	NBC TV						(1) (-OP)	NBC MAJOR LGE. BSBL-TUE. BALTIMORE VS. NEW YORK YANKEES LOS ANGELES VS. CINCINNATI (R-18-1) 11PM (OP-Y-SUS-OP-Y-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{					8,000 9.6	10,750 12.9		12.6* 21*		13.5* 21*		13.7* 21*		13.9* 23*		12.7* 21*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					17 9.6	21 10.3	12.3	12.9	13.5	13.5	13.8	13.6	14.3	13.5	13.1	12.4		
TV HOUSEHOLDS USING TV			WK. 1	48.6	49.0	48.9	49.6	50.1	53.0	53.7	54.8	55.4	57.1	57.1	57.3	54.6	54.3	53.8	52.5	
(See Def. 1)			WK. 2	53.1	53.9	53.5	55.3	57.2	61.2	62.4	63.9	64.5	65.3	65.4	65.6	62.4	60.4	58.7	57.5	

U.S. TV Households: 83,300,000

(1) NBC MAJOR LGE. PRE-TUE., NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,490 19.8					16,660 20.0			13,410 16.1			
	ABC TV								PHOENIX (R)		(1)		FALL GUY (9:26-10:26PM) (R)(OP)(-OP)				DYNASTY (10:26-11:26PM) (R)(OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,660 14.0	12.8*		15.2*		11,580 13.9		12.7*		9,750 11.7		11.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 12.0	24* 13.6		27* 14.9		24 11.7		22* 12.1		23 13.2		22* 11.5
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,660 10.4					14,660 17.6						
	CBS TV								CBS REPORTS (OP)		(2)			CBS WEDNESDAY NIGHT MOVIE HELLINGER'S LAW(R) (9:23-11:23PM) (-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					5,660 6.8	7.0*		6.6*		9,080 10.9		10.3*		10.8*		11.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					12 7.4	13* 6.6		12* 6.5		20 9.5		18* 10.3		19* 10.6		21* 10.8
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					18,410 22.1					16,080 19.3		14,330 17.2		14,160 17.0		
	NBC TV								REAL PEOPLE (R)(OP)		(3)	FACTS OF LIFE (9:22-9:52PM) (R)(-OP)		LOVE, SIDNEY (9:52-10:22PM) (R)(OP)(-OP)		QUINCY, M.E. (10:22-11:22PM) (R)(OP)(SUS-OP) (-OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{					13,410 16.1	15.6*		16.7*		13,490 16.2		12,080 14.5		10,500 12.6		12.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					29 14.4	29* 16.7		29* 16.6		28 14.8		25 16.4		24 14.6		24* 12.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,330 16.0				15,660 18.8			11,250 13.5				
	ABC TV								PHOENIX (R)			FALL GUY (R)(OP)					DYNASTY (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,830 11.8	11.0*		12.5*		12,160 14.6		13.9*		8,080 9.7		9.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20 10.4	19* 11.6		20* 12.4		23 13.4		22* 14.4		17 10.0		17* 9.6
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					26,990 32.4											
	CBS TV												SCRUPLES PT. 11 (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{					16,330 19.6	15.8*		17.4*		19.9*		21.2*		22.2*		21.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					33 15.2	28* 16.4		28* 17.1		31* 19.5		33* 21.0		38* 22.5		38* 22.1
E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					17,580 21.1					13,910 16.7		11,330 13.6		12,330 14.8		
	NBC TV								REAL PEOPLE (R)(OP)			FACTS OF LIFE (R)		LOVE, SIDNEY (OP)		QUINCY, M.E. (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					12,410 14.9	14.0*		15.7*		12,080 14.5		10,330 12.4		9,410 11.3		11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 13.1	25* 14.9		26* 15.5		23 14.1		19 14.9		20 11.3		20* 11.1
TV HOUSEHOLDS USING TV			WK 1	49.0	50.2	50.3	52.7	53.3	55.1	56.0	57.5	57.3	57.0	57.2	57.6	56.8	54.8	52.3
(See Def 1)			WK 2	50.9	51.8	52.1	53.8	55.6	57.9	60.6	62.1	62.4	64.1	64.0	63.5	59.2	58.0	57.4

U.S. TV Households: 83,300,000

(1) REAGAN ADDRESS-ABC, ABC, (9:00-9:26PM)(SUS)

A-7 (3) REAGAN ADDRESS-NBC, NBC, (9:00-9:22PM)(SUS)

(2) REAGAN ADDRESS-CBS, CBS, (9:00-9:23PM)(SUS)

For explanation of symbols, See page A.

EVE.WED. SEPT.8, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,830 16.6		10,500 12.6		10,500 12.6		12,500 15.0		16,740 20.1			
	ABC TV					JOANIE LOVES CHACHI (R)		SCARED SILLY		BARNEY MILLER (R)		POLICE SQUAD (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					11,410 13.7		9,330 11.2		8,830 10.6		10,830 13.0		12,330 14.8		15.2*	14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.1		21 11.2		19 10.6		22 12.5		27 15.0		27* 15.4	27* 14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,410 20.9				16,160 19.4				13,490 16.2			
	CBS TV							MAGNUM, P.I. (R)(OP)				SIMON & SIMON (R)				KNOTS LANDING (R)	
	AVERAGE AUDIENCE (Households (000) & %)					12,250 14.7				12,660 15.2				9,660 11.6		11.5*	11.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 12.8		26* 14.4		27 13.7		25* 14.8		28* 16.0		21* 11.5	22* 11.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,500 15.0				14,080 16.9		12,080 14.5		17,330 20.8			
	NBC TV							FAME (R)(OP)		GIMME A BREAK (R)		TEACHERS ONLY (R)(OP)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)					7,910 9.5				12,160 14.6		10,410 12.5		12,910 15.5		15.1*	16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 9.1		8.5* 7.9		10.4* 11.1		22 12.3		29 14.5		27* 15.6	30* 16.0

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,160 17.0		12,000 14.4		16,330 19.6				18,330 22.0			
	ABC TV					JOANIE LOVES CHACHI (R)		CALLAHAN		BARNEY MILLER (R)(OP)						20/20 (R)	
	AVERAGE AUDIENCE (Households (000) & %)					11,330 13.6		9,750 11.7		11,580 13.9				13,240 15.9		15.7*	16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.5		21 12.2		23 11.9		20* 13.0		25* 15.1		27* 16.2	30* 15.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,580 13.9				25,910 31.1							
	CBS TV							MAGNUM, P.I. (B) (R)(OP)						NCAA FOOTBALL SPECIAL-CBS NORTH CAROLINA VS PITTSBURGH (9-00-12:30AM)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					8,000 9.6				11,080 13.3						15.2*	13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 8.8		9.1* 9.3		10.1* 10.3		13.0* 13.5		15.2* 15.0		15.1 15.4	14.8 12.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,830 16.6				14,080 16.9		12,080 14.5		18,910 22.7			
	NBC TV							FAME (R)(OP)		GIMME A BREAK (R)		TEACHERS ONLY (R)(SUS-OP)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)					9,580 11.5				12,330 14.8		10,750 12.9		13,580 16.3		15.6*	17.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 10.1		10.3* 10.4		12.7* 13.2		21 13.1		29 15.6		27* 15.5	31* 16.9
TV HOUSEHOLDS USING TV WK. 1		47.8	49.2	49.7	50.7	51.5	52.6	53.6	55.1	55.8	57.8	57.6	58.0	55.8	55.2	53.9	52.2
(See Def. 1) WK. 2		48.5	49.6	50.0	50.7	51.5	54.4	55.6	57.8	60.2	62.2	62.1	61.8	59.9	57.6	55.9	53.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					11,330 13.6		10,750 12.9		14,830 17.8				14,240 17.1						
	ABC TV						BENSON (R)		MAKING A LIVING (R)		GREATEST AMERICAN HERO (R)(OP)				STRIKE FORCE (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{					9,500 11.4		9,410 11.3		11,250 13.5	12.5*		14.5*	11,330 13.6	13.5*		13.6*			
	SHARE OF AUDIENCE %	%					25		23		27	25 *		29 *	28	27 *		28 *			
	AVG. AUD. BY ¼ HR.	%					11.0	11.8	10.9	11.6	11.7	13.2	14.2	14.7	13.5	13.6	13.4	13.8			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					15,910 19.1				15,080 18.1				13,580 16.3						
	CBS TV						DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{					11,410 13.7	13.1*		14.3*	11,410 13.7	13.3*		14.2*	10,660 12.8	13.0*		12.7*			
	SHARE OF AUDIENCE %	%					29	29 *		29 *	27	27 *		28 *	26	26 *		26 *			
	AVG. AUD. BY ¼ HR.	%					12.1	14.0	14.1	14.6	13.1	13.4	14.1	14.2	12.9	13.0	12.8	12.6			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					19,580 23.5				NFL PRE-SEAS FTBL-NBC-FRI NEW YORK GIANTS VS MIAMI (8:00-11:10PM)(C-OP)										
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{					8,160 9.8	7.8*		8.8*		9.4*		10.1*		11.1*		11.3*			
	SHARE OF AUDIENCE %	%					20	18 *		19 *		19 *		20 *		22 *		22 *			
	AVG. AUD. BY ¼ HR.	%					7.9	7.7	8.7	9.0	10.0	8.8	9.9	10.4	10.7	11.5	11.5	11.1			

WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,080 14.5		10,830 13.0		14,990 18.0				13,330 16.0			
	ABC TV						BENSON (R)		MAKING A LIVING (R)		GREATEST AMERICAN HERO (R)(OP)				STRIKE FORCE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,160 12.2		9,660 11.6		10,750 12.9	12.1*		13.7*	9,660 11.6	11.7*		11.5*
	SHARE OF AUDIENCE %	%					24		22		24	22 *		25 *	23	23 *		23 *
	AVG. AUD. BY ¼ HR.	%					11.7	12.7	11.3	11.8	11.8	12.5	13.7	13.6	11.8	11.6	11.6	11.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,910 15.5				15,410 18.5				13,240 15.9			
	CBS TV						DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,250 11.1	10.0*		12.2*	11,500 13.8	13.6*		14.1*	9,910 11.9	11.9*		12.0*
	SHARE OF AUDIENCE %	%					21	20 *		23 *	25	25 *		26 *	24	23 *		24 *
	AVG. AUD. BY ¼ HR.	%					9.6	10.4	12.0	12.4	13.3	13.8	13.9	14.3	11.8	12.0	12.0	12.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					7,750 9.3				15,080 18.1							
	NBC TV						CHIPS SPECIAL (R)(OP)				NBC MOVIE OF THE WEEK THE MARTIAN CHRONICLES(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{					4,910 5.9	5.3*		6.5*	7,910 9.5	9.4*		8.6*		9.3*		10.7*
	SHARE OF AUDIENCE %	%					11	10 *		12 *	18	17 *		16 *		18 *		22 *
	AVG. AUD. BY ¼ HR.	%					5.2	5.4	6.1	6.9	9.7	9.1	8.7	8.5	9.1	9.5	10.4	11.0

TV HOUSEHOLDS USING TV	WK. 1	43.1	43.4	42.3	43.8	44.8	46.8	47.7	49.7	49.2	49.9	50.7	50.3	49.8	49.0	49.2	49.1
(See Def. 1)	WK. 2	46.4	47.7	47.2	49.0	50.3	51.3	52.1	53.4	54.0	54.0	54.8	54.7	52.0	50.3	49.8	49.1

U.S. TV Households: 82,390,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					13,490 16.2				16,330 19.6				14,160 17.0				
	ABC TV						T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					9,410 11.3				12,250 14.7				11,330 13.6				
	SHARE OF AUDIENCE %						25	9.8*			29	13.7*			30*	13.5*		13.7*	
	AVG. AUD. BY ¼ HR. %						9.2	10.5	12.6	12.9	12.7	14.7	15.5	15.8	13.6	13.5	13.8	13.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					10,000 12.0				23,160 27.8								
	CBS TV						WALT DISNEY BEYOND WITCH MOUNTAIN(R) (OP)				NFL PRE-SEASON FTBL-CBS HOUSTON VS DALLAS (9:00-12:25AM)								
	AVERAGE AUDIENCE (Households (000) & %)	{					6,660 8.0				10,580 12.7								
	SHARE OF AUDIENCE %						18	7.7*			27	10.1*			25*	14.1*		13.3*	
	AVG. AUD. BY ¼ HR. %						7.9	7.5	7.8	8.6	9.6	10.6	12.1	13.2	14.3	13.9	13.4	13.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					9,910 11.9		10,500 12.6		15,080 18.1								
	NBC TV						DIFF'RENT STROKES-SAT. (R)		FACTS OF LIFE SPECIAL-SAT (R)(OP)		NBC SATURDAY NIGHT MOVIES THE STRANGER AT JEFFERSON HIGH(R) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{					7,750 9.3		9,410 11.3		9,330 11.2								
	SHARE OF AUDIENCE %						21		24		22	10.9*			21*	11.2*		11.6*	
	AVG. AUD. BY ¼ HR. %						8.4	10.2	10.8	11.7	10.9	10.9	11.2	11.1	11.2	11.3	11.6	11.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					14,990 18.0				16,990 20.4				12,660 15.2				
	ABC TV						T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,000 12.0				13,080 15.7				9,830 11.8				
	SHARE OF AUDIENCE %						23	10.8*			28	15.0*			21	12.1*		11.5*	
	AVG. AUD. BY ¼ HR. %						10.6	11.1	12.5	13.9	14.3	15.7	16.2	16.7	12.3	11.8	11.4	11.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,410 14.9				15,580 18.7								
	CBS TV						WALT DISNEY GUS, PART 1(R) (OP)				CBS SAT. NIGHT MOVIE C.H.O.M.P.S.(R)								
	AVERAGE AUDIENCE (Households (000) & %)	{					7,500 9.0				9,410 11.3								
	SHARE OF AUDIENCE %						18	8.1*			20	11.0*			20*	11.6*		11.6*	
	AVG. AUD. BY ¼ HR. %						8.2	8.0	9.7	10.1	11.0	11.1	11.0	11.4	11.6	11.5	11.6	11.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					9,910 11.9		16,990 20.4						28,320 34.0				
	NBC TV						DIFF'RENT STROKES-SAT. (R)		TEXACO STAR THEATER (SUS-OP)		MISS AMERICA PAGEANT (10:00-12:00MD)								
	AVERAGE AUDIENCE (Households (000) & %)	{					8,410 10.1		10,750 12.9						19,490 23.4				
	SHARE OF AUDIENCE %						21		23						45	20.8*		23.6*	
	AVG. AUD. BY ¼ HR. %						9.0	11.2	12.5	12.0	13.0	13.3	13.5	13.4	19.7	21.9	23.5	23.6	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	36.4	38.1	38.8	41.2	42.9	44.1	45.2	47.6	49.5	50.7	51.3	52.4	52.2	51.9	50.9	49.9
			WK. 2	44.4	45.8	46.6	47.2	48.3	50.2	52.2	53.7	54.9	56.3	57.2	56.6	55.9	55.9	55.5	55.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.11, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{	3,750 4.5														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,670 4.4														
	SHARE OF AUDIENCE %	%	9														
	AVG. AUD. BY ¼ HR.	%	4.4														
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV		NFL PRE-SEASON FTBL-CBS HOUSTON VS DALLAS (9:00-12:25AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{		13.9*		12.8*		12.3*									
	SHARE OF AUDIENCE %	%		28 *		30 *		31 *									
	AVG. AUD. BY ¼ HR.	%	14.0	13.7	13.3	12.2	12.3	12.4									
	TOTAL AUDIENCE (Households (000) & %)	{			10,830 13.0												
	NBC TV				SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			5,830 7.0		7.9*		6.6*		6.2*						
	SHARE OF AUDIENCE %	%			20		21 *		19 *		22 *						
	AVG. AUD. BY ¼ HR.	%			8.3		7.5		6.4		6.2						
W	TOTAL AUDIENCE (Households (000) & %)	{	3,580 4.3														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.1														
	SHARE OF AUDIENCE %	%	8														
	AVG. AUD. BY ¼ HR.	%	4.1														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	%															
	AVG. AUD. BY ¼ HR.	%															
	TOTAL AUDIENCE (Households (000) & %)	{								8,750 10.5							
	NBC TV				MISS AMERICA PAGEANT (10:00-12:00MD)					SATURDAY NIGHT (12:30-1:51AM) (SUSTAINING 1:51-2:00AM)							
	AVERAGE AUDIENCE (Households (000) & %)	{			24.1*		25.3*			5,000 6.0		5.8*		5.1*			
	SHARE OF AUDIENCE %	%			48 *		55 *			27		27 *		29 *			
	AVG. AUD. BY ¼ HR.	%	24.5	23.7	25.4	25.2				7.4	6.4	5.8	5.2	4.8			
TV HOUSEHOLDS USING TV		WK. 1	48.3	44.7	39.6	37.3	35.0	33.3	29.3	26.4	22.5	20.4	17.7	15.8	14.1	13.0	11.5
(See Def. 1)		WK. 2	50.7	49.0	46.6	44.9	36.9	32.6	27.9	25.0	22.6	20.2	18.1	15.9	13.6	12.3	10.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.11, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,910 11.9				18,910 22.7											
	ABC TV		CODE RED (R)				ABC SUNDAY NIGHT MOVIE SIDNEY SHELDON'S BLOODLINE (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	6,660 8.0	7.0*		8.9*	10,910 13.1	12.2*		12.3*		13.5*		13.4*		13.9*		13.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 6.7	18 *	8.0	21 *	25 12.0	25 *	12.3	24 *	13.5	25 *	13.7	25 *	14.0	26 *	13.8	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,330 20.8				10,330 12.4		12,410 14.9		12,990 15.6		13,910 16.7		15,080 18.1			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)	ONE DAY AT A TIME (R)(OP)		ALICE (R)	JEFFERSONS (R)				TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	12,500 15.0	14.4*		15.5*	9,330 11.2		10,910 13.1		11,410 13.7		12,250 14.7		12,000 14.4	14.1*		14.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	36 13.8	37 *	15.1	36 *	23 11.0	25 11.4	25 12.4	24 *	25 13.1	27 14.3	27 14.2	27 15.2	27 14.1	26 *	15.0	29 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,160 9.8				12,330 14.8				16,160 19.4							
	NBC TV		BORN TO THE WIND-4				CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE THE WILD GEESE (R) (9:00-11:30PM) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4	5.9*		7.0*	9,410 11.3	10.4*		12.1*	8,080 9.7	8.3*		8.5*		9.5*		10.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 5.6	15 *	6.5	16 *	23 9.9	22 *	11.9	23 *	19 8.5	15 *	8.4	16 *	9.5	18 *	9.8	20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,740 15.3				17,410 20.9				23,740 28.5							
	ABC TV		CODE RED (R)				MODESTY BLAISE (OP)				ABC SUNDAY NIGHT MOVIE THE FOG (9:00-10:50PM) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	8,830 10.6	9.5*		11.8*	12,160 14.6	13.6*		15.5*	15,910 19.1	18.1*		19.3*		19.6*		19.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 9.0	19 *	11.1	22 *	25 13.2	24 *	14.0	26 *	32 17.8	30 *	19.1	32 *	19.3	33 *	19.9	36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			24,320 29.2				22,820 27.4				19,330 23.2		14,990 18.0		16,910 20.3	
	CBS TV		US OPR TENNIS-SUN MULTI-SEGMENT TELECAST (OP)				60 MINUTES (7:37-8:37PM) (OP)(-OP)				ARCHIE BUNKER'S PLACE (8:37-9:37PM) (R)(OP)(-OP)				JEFFERSONS (9:37-10:07PM) (R)(OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{			17,330 14.2*				16,160 19.4				15,990 19.2		13,410 16.1		11,660 14.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			29 *				39 *				31 20.7		27 15.8		28 14.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			6,830 8.2		13,830 16.6				16,490 19.8							
	NBC TV				CATALINA C-LAB (R)				CHIPS (R)(OP)				G.E. THEATER (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{			5,580 6.7		10,080 12.1	10.6*		13.5*	10,160 12.2	10.6*		11.8*		13.0*		13.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			13 7.2		21 9.6	19 *	11.6	23 *	21 10.1	17 *	11.6	19 *	12.9	22 *	13.5	25 *
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	38.3	40.2	41.9	44.5	46.8	48.9	50.9	52.3	53.5	54.4	54.0	54.6	54.3	53.6	52.8
			WK. 2	49.4	51.4	52.0	53.1	55.7	57.8	58.3	59.4	60.5	61.1	61.1	61.1	59.5	58.9	56.6

U.S. TV Households: 83,300,000

(1)NFL FOOTBALL GAME 2-NBC,VARIOUS TEAMS AND TIMES,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. SEPT.12, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,330 4.0														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,250 3.9														
	SHARE OF AUDIENCE %		9														
	AVG. AUD. BY ¼ HR.	%	3.9														
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,910 5.9														
	CBS TV		CBS SUNDAY NEWS- OSGOOD														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8														
	SHARE OF AUDIENCE %		13														
	AVG. AUD. BY ¼ HR.	%	5.8														
1	TOTAL AUDIENCE (Households (000) & %)	{				2,250 2.7											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{				1,250 1.5											
	SHARE OF AUDIENCE %					6											
	AVG. AUD. BY ¼ HR.	%	12.1	11.8		1.9	1.8	1.6	1.4	1.4	1.3	1.0					
		NBC SUNDAY NIGHT MOVIE THE WILD GESE(R) (9:00-11:37PM)															
		NBC LATE NIGHT MOVIE FLASH GORDON(R) (12:00-1:34AM) (SUSTAINING 1:34-2:00AM)															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,330 4.0														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,170 3.8														
	SHARE OF AUDIENCE %		8														
	AVG. AUD. BY ¼ HR.	%	3.8														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,580 5.5												
	CBS TV				— TRAPPER JOHN, M.D. — (10:37-11:37PM) (R)(OP)(-OP)	(1)											
	AVERAGE AUDIENCE (Households (000) & %)	{			4,330 5.2												
	SHARE OF AUDIENCE %				14.0* 30 *	15											
	AVG. AUD. BY ¼ HR.	%	14.4	13.7	5.3	5.0											
2	TOTAL AUDIENCE (Households (000) & %)	{			2,580 3.1												
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			1,250 1.5												
	SHARE OF AUDIENCE %				6												
	AVG. AUD. BY ¼ HR.	%			2.0	1.8	1.6	1.6	1.5	1.0	1.0						
		NBC LATE NIGHT MOVIE THE LAST REMAKE OF BEAU GESTE(R) (11:30-1:07AM) (SUSTAINING 1:07-1:30AM)															
TV HOUSEHOLDS USING TV WK. 1		45.1	43.3	37.5	34.3	31.0	28.6	25.3	23.1	20.8	18.6	15.8	13.6	11.5	10.4	9.0	8.5
(See Def. 1)		46.4	42.1	34.8	30.2	26.2	23.3	20.0	17.4	15.4	13.4	11.1	9.8	8.1	6.9	6.2	5.8

U.S. TV Households: 83,300,000
(1) CBS SUNDAY NEWS-OSGOOD, CBS, (11:37-11:52PM)

For explanation of symbols, See page A.

EVE.SUN. SEPT.12, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,080 8.1				4,830 5.8									
		AVERAGE AUDIENCE (Households (000) & %)			3,830 4.6				3,830 4.6									
		SHARE OF AUDIENCE %			29				25									
		AVG. AUD. BY ¼ HR.			4.7	4.5			4.6	4.5								
2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			2,920 3.5				2,670 3.2						4,080 4.9		5,500 6.6	
		AVERAGE AUDIENCE (Households (000) & %)			2,250 2.7				2,080 2.5						3,330 4.0		4,830 5.8	
		SHARE OF AUDIENCE %			17				14						20		28	
		AVG. AUD. BY ¼ HR.			2.6	2.8			2.5	2.5					3.7	4.4	5.5	6.0
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,000 4.8				4,170 5.0						3,750 4.5		4,500 5.4	
		AVERAGE AUDIENCE (Households (000) & %)			3,250 3.9				3,420 4.1						3,250 3.9		3,750 4.5	
		SHARE OF AUDIENCE %			24				22						19		22	
		AVG. AUD. BY ¼ HR.			3.8	4.0			4.2	4.0					3.6	4.1	4.4	4.6
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,160 6.2				5,000 6.0									
		AVERAGE AUDIENCE (Households (000) & %)			4,170 5.0				4,000 4.8									
		SHARE OF AUDIENCE %			29				26									
		AVG. AUD. BY ¼ HR.			5.0	5.0			4.8	4.8								
2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			2,420 2.9				2,500 3.0						3,500 4.2		4,410 5.3	
		AVERAGE AUDIENCE (Households (000) & %)			1,920 2.3				2,080 2.5						2,920 3.5		3,670 4.4	
		SHARE OF AUDIENCE %			14				13						18		23	
		AVG. AUD. BY ¼ HR.			2.1	2.4			2.5	2.5					3.1	3.8	4.1	4.7
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,500 5.4				4,750 5.7						3,500 4.2		3,580 4.3	
		AVERAGE AUDIENCE (Households (000) & %)			3,580 4.3				4,000 4.8						2,920 3.5		2,920 3.5	
		SHARE OF AUDIENCE %			25				26						18		19	
		AVG. AUD. BY ¼ HR.			4.2	4.4			4.9	4.7					3.2	3.8	3.4	3.7
TV HOUSEHOLDS USING TV WK. 1			8.7	10.7	12.9	14.5	16.1	17.3	17.9	18.3	19.3	19.8	19.9	20.2	20.0	20.9	21.3	21.2
(See Def. 1) WK. 2			9.0	10.8	13.0	14.8	16.3	17.6	18.3	18.4	18.5	18.9	19.6	20.0	19.7	20.8	21.0	21.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.30-SEPT.3, 1982

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	7,000 8.4				6,250 7.5		6,160 7.4		10,410 12.5				8,910 10.7			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,080 6.1	5.5*		6.6*	5,330 6.4		5,160 6.2		7,910 9.5	8.9*		10.1*	6,830 8.2		8.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27 5.1	26 *		28 *	26 6.2	6.6	25 6.1	6.3	33 8.4	32 *		35 *	30 8.3		29 *	8.2*
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	7,660 9.2		8,580 10.3				8,750 10.5				7,830 9.4				5,580 6.7	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,500 7.8		7,500 9.0				6,580 7.9	7.7*			6,250 7.5	7.2*			5,000 6.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	36 7.3	8.2	39 8.9	9.1			32 7.6	32 *	7.9	8.0*	31 *	26 7.1	25 *		7.9* 28 *	23 5.9
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,250 3.9				1,580 1.9		2,920 3.5		6,750 8.1				5,500 6.6			
	NBC TV		TEXAS			DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,250 2.7	2.6*		2.8*	1,250 1.5		2,330 2.8		5,250 6.3	5.9*		6.6*	4,080 4.9		5.1*	4.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	12 2.6	12 *		12 *	6 1.5	1.6	11 2.6	3.0	22 5.7	21 *		23 *	18 5.2		18 *	18 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,750 6.9				5,500 6.6		5,660 6.8		9,660 11.6				8,410 10.1			
	ABC TV		LOVE BOAT DAYTIME (TU-F)(OP)				FAMILY FEUD (TU-F)(OP)		RYAN'S HOPE (TU-F)(OP)(SUS-OP)		ALL MY CHILDREN (TU-F)(OP)			ONE LIFE TO LIVE (TU-F)(OP)(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.9	4.5*		5.2*	4,500 5.4		4,830 5.8		7,330 8.8	8.3*		9.3*	6,330 7.6	7.6*		7.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	25 4.3	23 *		25 *	23 5.2	5.7	25 5.7	5.9	33 7.8	32 *		34 *	31 7.6	30 *		32 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,580 7.9		7,500 9.0				7,750 9.3				7,750 9.3				5,580 6.7	
	CBS TV		PRICE IS RIGHT 1 (TU-F)(OP)		PRICE IS RIGHT 2 (TU-F)(OP)				YOUNG AND THE RESTLESS (TU-TH)(S)(OP)			AS THE WORLD TURNS (TU-TH)(S)(OP)			CAPITOL (TU-TH)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,500 6.6		6,410 7.7				6,000 7.2	7.1*			6,160 7.4	7.0*			5,160 6.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	34 6.4		37 7.4	8.1			31 7.0	31 *		7.3*	30 *	28 6.9	25 *		30 *	25 6.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,330 4.0				2,000 2.4		3,250 3.9		6,830 8.2				5,250 6.3			
	NBC TV		TEXAS			DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,330 2.8	2.9*		2.7*	1,670 2.0		2,580 3.1		5,080 6.1	5.7*		6.4*	3,920 4.7	4.8*		4.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 3.0	14 *		12 *	8 2.0	2.1	12 3.0	3.2	22 5.6	21 *		23 *	18 4.9	18 *		18 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	21.1 21.6	22.5 22.1	23.3 23.0	24.1 24.0	24.5 24.8	25.6 25.8	24.7 25.0	25.4 25.3	27.4 26.3	28.8 27.6	28.9 28.2	29.3 28.2	28.1 26.4	27.9 26.4	26.4 25.6	26.9 26.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.6-10, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.30-SEPT.3, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,000 12.0				3,830 4.6										10,330 12.4	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,910 9.5				3,330 4.0										8,750 10.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	34 9.0	34 *		9.7 9.6	14 4.2	3.9									22 10.5	10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,580 9.1				3,330 4.0										10,830 13.0	
	CBS TV		GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,250 7.5	7.5 *		7.6 *	2,750 3.3										9,410 11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27 7.4	27 *	7.8	26 *	12 3.3	3.4									24 11.0	11.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.6														8,750 10.5	
	NBC TV		CHIPS M-F														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,750 4.5	4.1 *		5.0 *											7,750 9.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 4.0	15 *	4.8	17 *											20 9.1	9.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,500 11.4				3,250 3.9										10,080 12.1	
	ABC TV		GENERAL HOSPITAL (TU-F)(OP)(SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,330 8.8	8.4 *		9.2 *	2,750 3.3										8,750 10.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	33 8.1	33 *	9.2	33 *	11 3.4	3.3									22 10.5	10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,580 9.1				2,580 3.1										10,660 12.8	
	CBS TV		GUIDING LIGHT (TU-TH)(OP)				TATTLETALES (TU-TH)										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,250 7.5	7.3 *		7.7 *	2,250 2.7										9,250 11.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27 7.1	28 *	7.6	27 *	10 2.7	2.6									23 11.0	11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,160 6.2														9,000 10.8	
	NBC TV		CHIPS M-F >(SUS-OP)														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,670 4.4	4.1 *		4.8 *											7,750 9.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 3.9	15 *	4.6	17 *											20 9.1	9.4
TV HOUSEHOLDS USING TV		WK. 1	27.2	28.6	29.1	29.6	28.5	29.7	30.7	32.7	34.7	36.9	38.3	40.7	43.2	45.1	45.9	47.7
(See Def. 1)		WK. 2	26.6	27.8	28.7	29.6	29.1	30.4	31.2	33.0	35.0	36.9	38.3	40.3	43.2	45.7	46.8	48.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.6-10, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 4, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,170 3.8		3,920 4.7		3,830 4.6		5,660 6.8		6,160 7.4		5,830 7.0	
	ABC TV						SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,250 2.7		3,250 3.9		3,250 3.9		4,500 5.4		4,660 5.6		4,910 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 2.2	3.2	22 3.7	4.0	20 3.6	4.1	26 5.1	5.7	27 5.3	5.9	28 6.0	5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					1,750 2.1		1,670 2.0		2,580 3.1		4,410 5.3		5,660 6.8		5,410 6.5	
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,330 1.6		1,500 1.8		2,250 2.7		3,670 4.4		4,580 5.5		4,330 5.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					13 1.5	1.8	11 1.8	1.8	14 2.6	2.8	21 4.1	4.7	24 5.3	23 5.6	23 5.4	23 5.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,500 4.2		7,080 8.5		9,080 10.9		5,660 6.8		6,080 7.3		5,750 6.9	
	NBC TV						FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,500 3.0		5,580 6.7		7,330 8.8		4,910 5.9		4,830 5.8		4,910 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					27 2.2	3.8	43 6.2	7.2	48 8.4	9.3	29 6.1	5.7	26 6.2	5.3	26 5.9	5.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,170 3.8		3,830 4.6		3,920 4.7		5,660 6.8		4,580 5.5		5,000 6.0	
	ABC TV						SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,330 2.8		2,920 3.5		3,000 3.6		4,750 5.7		3,670 4.4		4,170 5.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 2.5	3.1	19 3.3	3.6	17 3.3	4.0	26 5.7	5.8	21 4.5	4.2	24 4.8	5.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,250 2.7		2,750 3.3		2,830 3.4		5,410 6.5		6,500 7.8		6,080 7.3	
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,670 2.0		2,000 2.4		2,330 2.8		4,170 5.0		5,580 6.7		5,160 6.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					15 1.9	2.0	13 2.4	2.5	13 2.8	2.8	23 4.5	5.4	30 6.4	6.9	28 6.2	6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,670 4.4		7,250 8.7		9,330 11.2		5,080 6.1		5,160 6.2		5,500 6.6	
	NBC TV						FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,080 3.7		6,000 7.2		8,160 9.8		4,660 5.6		4,250 5.1		4,500 5.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					30 3.2	4.2	43 6.4	7.9	49 9.5	10.0	26 6.0	5.3	22 5.1	5.0	24 5.5	5.3
TV HOUSEHOLDS USING TV		WK. 1	5.6	6.4	7.9	9.4	10.8	13.5	16.2	17.2	18.8	20.4	20.9	21.8	22.5	23.1	22.7	22.6
(See Def. 1)		WK. 2	5.5	7.1	8.9	11.1	12.7	14.4	16.8	19.0	21.0	21.9	22.2	22.2	22.3	22.6	22.0	22.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 11, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 4, 1982

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,000 6.0		4,910 5.9		4,580 5.5		7,160 8.6									
	ABC TV		FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS THE WINGED COLT, PART 3		AMERICAN BANDSTAND '82									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.1		4,330 5.2		3,830 4.6		4,330 5.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 5.0	5.2	24 5.1	5.2	20 4.5	4.6	21 3.8	4.2* 4.7			6.1* 25 *					
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,750 6.9		6,330 7.6		3,170 3.8		3,170 3.8		11,080 13.3							
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COM. SHOW(B) (OP)		U.S. OPEN TENNIS-SAT (1:00-6:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8		5,000 6.0		2,580 3.1		2,580 3.1		3,000 3.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	26 5.9	5.8	27 6.1	5.9	13 3.1	3.1	13 3.0	15* 3.2	3.8*		4.1* 17 *			3.5* 14 *	3.3* 12 *	3.3* 12 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,500 4.2		3,420 4.1		4,000 4.8		3,750 4.5						3,580 4.3	9,580 11.5		
	NBC TV		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		SPORT BILLY						NBC MAJOR LEAGUE BASEBALL NEW YORK YANKEES VS KANSAS CITY HOUSTON VS PHILADELPHIA MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,000 3.6		2,750 3.3		3,330 4.0		3,080 3.7						3,420 4.1	5,250 6.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 3.6	3.7	15 3.2	3.4	17 3.7	4.4	16 3.6	3.8					17 4.1	23 5.0	5.8	5.7* 21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,830 5.8		5,660 6.8		5,830 7.0		7,410 8.9									
	ABC TV		FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		(1)		AMERICAN BANDSTAND '82									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,000 4.8		4,660 5.6		4,580 5.5		3,830 4.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 4.7	5.0	24 5.3	5.9	23 5.6	5.4	19 4.2	17* 3.9			5.1* 21 *					
K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,160 7.4		5,160 6.2		21,910 26.3											
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)				US OPN TENNIS-SAT (12:00-7:00PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4		4,500 5.4		5,250 6.3	4.7*		4.5*			5.1* 21 *		5.9* 22 *		5.8* 21 *	6.2* 21 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	29 6.2	6.6	24 5.5	5.3	20 4.7	20* 4.8	19* 4.5	19* 4.5			5.3	5.7	6.0	6.0	6.5	6.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,420 4.1		3,330 4.0		3,330 4.0		3,000 3.6						3,580 4.3	9,160 11.0		
	NBC TV		SPACE STARS I		SPACE STARS II (OP)		SPORT BILLY (OP)		BULLWINKLE						NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS HOUSTON DETROIT VS PHILADELPHIA MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,920 3.5		2,670 3.2		2,830 3.4		2,250 2.7						3,500 4.2	3,830 4.6		4.7* 17 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 3.7	3.3	14 3.5	3.0	14 3.2	3.6	11 2.5	3.0					16 4.2	15 4.6	5.1	4.5
TV HOUSEHOLDS USING TV WK. 1			22.6	22.5	21.8	22.5	22.9	23.8	23.4	24.5	24.9	25.5	25.4	25.6	25.5	26.6	27.3	27.7
(See Def. 1) WK. 2			22.4	22.4	22.3	22.5	23.3	24.2	24.0	24.6	24.2	24.6	25.8	27.2	27.2	27.9	28.5	29.4

U.S. TV Households: 83,300,000

(1) ABC WEEKEND SPECIALS, THE NOTORIOUS JUMPING FROG-CALAVERAS COUNTY, ABC, (12:00-12:30PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 11, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 4, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)											11,750 14.1	ABC WIDE WORLD-SPORTS SAT				
	ABC TV											5,500					
	AVERAGE AUDIENCE (Households (000) & %)											6.6	6.3*	7.3*		6.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %											20	21 *	23 *		18 *	
K 1	TOTAL AUDIENCE (Households (000) & %)											6.0	6.5	7.5	7.1	6.3	6.2
	CBS TV											U.S. OPEN TENNIS-SAT (1:00-6:00PM)					5,080 6.1 CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)																4,250
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.5	3.4*	3.4	3.4	3.4	3.0	3.4	3.9	4.1	3.8	3.4	3.8				5.1 14 4.8 5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)											NBC MAJOR LEAGUE BASEBALL NEW YORK YANKEES VS KANSAS CITY HOUSTON VS PHILADELPHIA MULTI-SEGMENT TELECAST(SUS-OP)					6,410 7.7 NBC NIGHTLY NEWS- SAT.
	NBC TV																5,660
	AVERAGE AUDIENCE (Households (000) & %)	5.9	6.2*		6.7*		7.1*										6.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.4	23 *	6.9	24 *	7.0	24 *	7.1	7.3	4.1							19 6.7 6.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)											19,990 24.0	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST				
	ABC TV											7,750					
	AVERAGE AUDIENCE (Households (000) & %)											9.3	8.2*	9.1*	9.2*	9.2*	11.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		26	7.4	7.5	8.3	25 *	8.2	8.5	9.8	9.7	27 *	27 *	27 *	27 *	23 *	26 *
K 2	TOTAL AUDIENCE (Households (000) & %)											US OPN TENNIS-SAT (12:00-7:00PM)					
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)		6.9*		6.3*		5.9*		6.0*		7.4*		8.2*		8.8*		6.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.6	22 *	6.3	20 *	6.1	18 *	5.8	17 *	6.3	7.3	7.6	7.9	8.4	22 *	21 *	14 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)											NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS HOUSTON DETROIT VS BOSTON MULTI-SEGMENT TELECAST(SUS-OP)					10,580 12.7 NBC NIGHTLY NEWS- SAT.
	NBC TV																8,500
	AVERAGE AUDIENCE (Households (000) & %)		4.8*		4.2*		4.4*		4.8*								10.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.8	16 *	4.3	14 *	4.3	14 *	4.5	14 *	5.0	<<	<<				23 9.8	10.7
TV HOUSEHOLDS USING TV WK. 1		28.3	28.1	29.1	28.9	29.3	30.4	31.2	30.8	29.9	31.0	31.1	32.9	34.9	35.6	36.3	36.3
(See Def. 1) WK. 2		31.3	31.8	31.3	32.0	32.6	33.9	34.0	35.6	35.6	35.4	36.4	37.9	40.8	42.2	43.9	44.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 11, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 5, 1982

AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	2,080	
	ABC TV																	2.5	
	AVERAGE AUDIENCE (Households (000) & %)																	KIDS ARE PEOPLE TOO I	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	(10:30-11:05AM) (-OP)	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	1,580	
	CBS TV																	1.9	1.8*
	AVERAGE AUDIENCE (Households (000) & %)																	10	10 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	1.7	2.0
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	5,830	
	CBS TV																	7.0	
	AVERAGE AUDIENCE (Households (000) & %)																	3,170	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	3.8	3.3*
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	22	21 *
	CBS TV																	3.1	3.5
	AVERAGE AUDIENCE (Households (000) & %)																	3.7	3.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	4.1	4.2 *
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	4.2	
	NBC TV																	4.1	
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	1,750	
	ABC TV																	2.1	
	AVERAGE AUDIENCE (Households (000) & %)																	BEST/KIDS-PEOPLE TOO I	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	(9:30-10:06AM) (-OP)	
WEEK 7	TOTAL AUDIENCE (Households (000) & %)																	1,250	
	CBS TV																	1.5	1.5*
	AVERAGE AUDIENCE (Households (000) & %)																	7	7 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	1.4	1.6
WEEK 8	TOTAL AUDIENCE (Households (000) & %)																	1,580	
	ABC TV																	1.9	
	AVERAGE AUDIENCE (Households (000) & %)																	BEST/KIDS-PEOPLE TOO II	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	(10:06-10:30AM) (OP)	
WEEK 9	TOTAL AUDIENCE (Households (000) & %)																	6,830	
	CBS TV																	8.2	
	AVERAGE AUDIENCE (Households (000) & %)																	3,670	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	4.4	3.7*
WEEK 10	TOTAL AUDIENCE (Households (000) & %)																	22	22 *
	CBS TV																	3.3	4.1
	AVERAGE AUDIENCE (Households (000) & %)																	5.1	5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	4.8	4.5*
WEEK 11	TOTAL AUDIENCE (Households (000) & %)																	4.4	
	NBC TV																	4.5	
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	4.4	4.9	5.8	6.7	8.2	10.1	11.8	13.8	15.5	16.5	17.0	17.8	18.7	19.0	18.0	18.0	
		WK. 2	4.2	5.0	6.1	7.3	9.2	10.8	13.0	14.9	17.8	19.3	20.5	22.1	22.7	23.4	23.6	23.7	

For explanation of symbols, See page A.

DAY SUN. SEPT. 12, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 5, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,330 2.8		4,000 4.8												
	ABC TV		KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	2,000 2.4		2,580 3.1												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13 2.2		16 2.9	2.9* 15 *		3.4* 16 *									
K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,920 3.5									5,830 7.0			
	CBS TV				FACE THE NATION												
	AVERAGE AUDIENCE (Households (000) & %)	{			2,330 2.8									3,750 4.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				15 2.8									17 3.5	3.9* 15 *		5.0* 19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						3,920 4.7									
	NBC TV							MEET THE PRESS									
	AVERAGE AUDIENCE (Households (000) & %)	{						2,830 3.4									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							17 3.2	3.7								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,910 5.9												
	ABC TV				THIS WEEK-DAVID BRINKLEY												
	AVERAGE AUDIENCE (Households (000) & %)	{			2,920 3.5												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				13 3.2	3.4* 13 *		3.7* 13 *									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,670 3.2			9,410 11.3		24,660 29.6							
	CBS TV				FACE THE NATION												
	AVERAGE AUDIENCE (Households (000) & %)	{			2,170 2.6			7,410 8.9		12,580 15.1							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				10 2.7	2.6		29 8.1	9.7	41 12.9	13.5* 40 *		15.9* 44 *		15.5* 42 *		13.9* 38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,670 2.0		3,250 3.9		11,410 13.7							
	NBC TV					MEET THE PRESS											
	AVERAGE AUDIENCE (Households (000) & %)	{				1,420 1.7		2,580 3.1		4,410 5.3							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					6 1.7	1.8	10 2.8	3.3	14 3.4	3.9* 12 *		4.8* 13 *		5.4* 15 *		6.3* 17 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	18.8	19.1	19.1	19.5	20.2	21.4	21.7	21.7	22.1	22.9	24.4	25.8	26.3	27.0	27.0
		WK. 2	24.1	25.0	26.1	26.2	27.7	30.1	30.4	31.8	33.9	35.4	37.1	37.5	37.9	38.0	37.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 12, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 5, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{							6,250 7.5								4,830 5.8	
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{							2,420 2.9								4,000 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{							10 3.3	3.0* 2.6		2.6* 2.7		3.2* 3.2			14 4.6	5.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,080 12.1														7,000 8.4	
	CBS TV																	CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.3														5,580 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	15 5.2	5.1* 5.0		4.7* 4.7		4.7* 4.8		3.9* 3.9		3.6* 3.6		3.9* 4.2			19 6.4	6.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,660 12.8										6,160 7.4	
	NBC TV																	NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)	{					5,910 7.1										5,080 6.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					24 5.7	5.8* 6.0		7.7* 8.0		7.8* 8.2		26* 7.4			18 6.1	6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{												3,830 4.6			6,830 8.2	
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{												2,750 3.3			5,830 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												8 3.5	3.2		15 6.7	7.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					22,570 27.1											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,250 9.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		14.9* 40 *		16.7* 43 *	23 4.8	8.6	8.1	8.2* 21 *		7.8* 20 *		9.2* 22 *		9.4* 21 *		10.2* 22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,170 3.8	24,990 30.0										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,250 3.9	12,080 14.5										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		5.9* 16 *		10 3.9	7.9	12.1	13.9	14.3* 36 *		16.2* 41 *		15.5* 37 *		16.2* 36 *		15.2* 33 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	27.4 37.6	28.3 38.5	28.4 39.5	28.2 39.8	29.1 40.1	29.8 40.3	28.9 39.5	29.4 39.4	29.5 39.0	29.5 40.5	29.6 41.2	30.7 42.7	33.1 45.0	35.1 47.1	35.2 48.0	36.9 47.7

U.S. TV Households: 83,300,000

(1) NFL FOOTBALL POST-NBC, NBC, (3:49-4:00PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 12, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NCAA FOOTBALL SPECIAL(S)	2	9.00-12.22AM	+GRID								25,990	31.2	12,580	15.1	28		
			11.00													14.0	
			11.15													13.1	
			11.30												13.6*	26*	
			11.45													13.8	
			12.00												13.8*	33*	
			12.15													13.7	
	2	12.19-12.22AM	(SUS)												12.6*	37*	
																10.7	
EVENING TUESDAY																	
NBC NBC MAJOR LGE. PRE-TUE.(S)	2	8.00- 8.18PM	+GRID								8,830	10.6	8,000	9.6	17		
			8.15													9.7	
NBC NBC MAJOR LGE. BSBL-TUE.(S)	2	8.18-11.11PM	+GRID								21,410	25.7	10,750	12.9	21		
			11.00													11.1	
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.39- 9.40PM	9.30														
	2	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
ABC FALL GUY	1	9.26-10.26PM	+GRID	16,660	20.0	11,580	13.9	24									
			10.15					15.6*	28*	15.9							
ABC DYNASTY	1	10.26-11.26PM	+GRID	13,410	16.1	9,750	11.7	23									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY		TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
EVENING FRIDAY-CONT'D														
NBC NFL PRE-SEAS FTBL-NBC-FRI(S)-CONT'D			11.00											
EVENING SATURDAY														
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	9,830	11.8	9,830	11.8	25	11.8	11,660	14.0	11,660	14.0	26
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,080	14.5	12,080	14.5	28	14.5	12,830	15.4	12,830	15.4	27
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,250	7.5	6,250	7.5	16	7.5	8,410	10.1	8,410	10.1	19
NBC NBC NEWS CAPSULE-SAT	1	8.58- 8.59PM	8.45	8,250	9.9	8,250	9.9	21	9.9					
NBC NBC NEWS CAPSULE-2-SAT.	1	9.42- 9.43PM	9.30	8,000	9.6	8,000	9.6	19	9.6					
NBC NBC NEWS CAPSULE-2-SAT(SUS)	2	9.58- 9.59PM	9.45											
EVENING SUNDAY														
ABC ABC SPORTS UPDATE-SUN	2	8.26- 8.27PM	8.15							11,660	14.0	11,660	14.0	24
	1	9.02- 9.04PM	9.00	11,410	13.7	11,080	13.3	25	13.3					
ABC ABC NEWSBRIEF-SUN.	2	9.57-10.00PM	9.45							16,330	19.6	15,990	19.2	31
	1	10.04-10.06PM	10.00	12,080	14.5	11,910	14.3	26	14.3					
CBS US OPN TENNIS-SUN(S)	2	4.07- 7.31PM	+GRID 7.30							22,570	27.1	8,250	9.9	23
CBS 60 MINUTES	2	7.37- 8.37PM	+GRID							24,320	29.2	17,330	20.8	38
			8.30											21.7
CBS ARCHIE BUNKER'S PLACE	2	8.37- 9.37PM	+GRID 9.30							22,820	27.4	16,160	19.4	32
														20.5
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	10,830	13.0	10,830	13.0	25	13.0					
CBS JEFFERSONS	2	9.37-10.07PM	+GRID 10.00							19,330	23.2	15,990	19.2	31
														19.2
CBS NEWSBREAK-SUN.	2	9.34- 9.35PM	9.30							15,830	19.0	15,830	19.0	31
CBS ONE DAY AT A TIME	2	10.07-10.37PM	+GRID 10.30							14,990	18.0	13,410	16.1	27
														16.0
CBS TRAPPER JOHN, M.D.	2	10.37-11.37PM	+GRID 11.30							16,910	20.3	11,660	14.0	28
														13.2
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	8,580	10.3	8,580	10.3	20	10.3	9,000	10.8	9,000	10.8	18
NBC NBC NEWS CAPSULE-2-SUN(SUS)	1	9.55- 9.56PM	9.45											10.8
EVENING MONDAY-FRIDAY														
ABC ABC NEWSBRIEF-M-F	2	>	8.45							11,410	13.7	11,500	13.8	23
	1	>	9.45	13,330	16.0	13,330	16.0	29	16.4					10.0
			10.00						15.3					14.5
			10.15						15.8					
ABC ABC NEWS:NIGHTLINE-MON	1	11.30-12.00MD	11.30	7,910	9.5	6,580	7.9	24	8.4					
			11.45						7.4					
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30	7,000	8.4	5,660	6.8	19	7.7	6,500	7.8	4,910	5.9	17
			11.45						5.8					6.8
ABC ABC NEWS:NIGHTLINE-WED(B)	1	11.56-12.30AM	11.45	5,250	6.3	3,920	4.7	16	5.7					5.0
			12.00						5.0					
CONT'D														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-WED(B)-CONT'D																			
ABC ABC MOVIE OF THE WEEK	1	12.00- 1.11AM	12.15	4,830	5.8	2,830	3.4	16	4.2	WED.	3,500	4.2	2,250	2.7	13	3.1	TUE.		
			12.00						3.9	MON.									
			12.15						3.2	MON.									
			12.30						3.1	MON.									
			12.45						3.2	MON.									
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	3,330	4.0	2,080	2.5	12	3.5	MON.	3,500	4.2	2,250	2.7	13	3.1	TUE.		
			12.00						3.2	MON.									
			12.15						3.2	MON.									
			12.30						3.5	MON.									
			12.45						2.6	TUE.									
ABC FRIDAYS	2	12.00- 1.09AM	12.00	5,000	6.0	2,670	3.2	12	2.6	TUE.	5,080	6.1	2,670	3.2	13	3.6	FRI.		
			12.00						2.5	TUE.									
			12.15						2.5	TUE.									
			12.30						2.5	TUE.									
			12.45						2.4	TUE.									
ABC LOVE BOAT-12.00	2	12.00- 1.08AM	12.00	3,500	4.2	2,420	2.9	14	2.4	FRI.	3,500	4.2	2,420	2.9	14	3.0	WED.		
			12.00						3.1	FRI.									
			12.15						3.2	FRI.									
			12.30						3.1	FRI.									
			12.45						2.9	FRI.									
ABC VEGA\$-12.00	1	12.00- 1.09AM	12.30	4,000	4.8	2,750	3.3	15	3.4	THU.	4,250	5.1	2,500	3.0	13	3.1	THU.		
			12.45						3.4	THU.									
			1.00						3.4	THU.									
			12.00						3.1	THU.									
			12.15						3.1	THU.									
ABC LOVE BOAT-12.00	1	12.30- 1.38AM	12.30	3,670	4.4	2,250	2.7	16	3.3	THU.	3,500	4.2	2,920	3.5	20	4.2	MON.		
			12.45						3.2	THU.									
			1.00						3.3	THU.									
			1.15						3.0	THU.									
			1.30						3.0	THU.									
ABC ABC NEWS:NIGHTLINE-MON	2	12.52- 1.22AM	12.30	3,000	3.6	2,750	3.3	23	3.0	WED.	3,500	4.2	2,920	3.5	20	4.2	MON.		
			12.45						2.8	WED.									
			1.00						2.8	WED.									
			1.15						2.5	WED.									
			1.30						2.3	WED.									
ABC ABC MOVIE OF THE WEEK-2	1	1.11- 1.33AM	12.45	2,000	2.4	1,830	2.2	11	2.9	WED.	2,420	2.9	2,080	2.5	13	2.6	FRI.		
			1.00						2.6	FRI.									
			1.15						2.2	FRI.									
			1.30						2.2	FRI.									
			1.30						2.2	FRI.									
ABC FRIDAYS-PART 2	1	1.33- 2.10AM	1.00	9,500	11.4	9,500	11.4	21	3.3	MON.	11,410	13.7	11,910	14.3	23	13.9	MTUWF		
			1.15						3.3	MON.									
			1.30						3.1	MON.									
			1.30						3.3	MON.									
			1.30						3.1	MON.									
CBS NEWSBREAK-M-F	2	>	1.00	9,500	11.4	9,500	11.4	21	2.2	FRI.	11,410	13.7	11,910	14.3	23	13.9	MTUWF		
			1.15						2.2	FRI.									
			1.30						2.2	FRI.									
			1.30						2.2	FRI.									
			1.30						2.2	FRI.									

WEEK 2

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS CAPSULE-2-M-F-CONT'D	2	>	9.45						10.0	M & TH	9,080	10.9	9,080	10.9	18	10.9	MWF
NBC TONIGHT SHOW		>	11.30	9,080	10.9	5,580	6.7	23	8.4	M-F	8,660	10.4	5,000	6.0	20	7.2	M-F
			11.45				7.6*	22*	7.6	M-F				6.8*	20*	6.3	M-F
			12.00						7.0	M-F						5.9	M-F
			12.15				6.3*	24*	5.6	M-F				5.4*	20*	4.9	M-F
			12.30						5.1	W & F						3.9	TUE.
			12.45				4.1*	20*	3.8	W & F							
NBC DAVID LETTERMAN I		>	12.30	2,830	3.4	2,420	2.9	16	3.3	M-TH	2,670	3.2	2,330	2.8	15	3.1	M-TH
			12.45						2.8	M-TH						2.7	M-TH
			1.00						2.2	WED.						1.9	TUE.
			1.15						2.2	WED.							
NBC DAVID LETTERMAN SPECIAL(S)	2	12.30- 2.00AM	12.30								4,000	4.8	2,080	2.5	13	3.7	FRI.
			12.45											3.4*	15*	3.0	FRI.
			1.00													2.5	FRI.
			1.15											2.4*	12*	2.4	FRI.
			1.30													1.8	FRI.
			1.45											1.6*	10*	1.4	FRI.
NBC SCTV NETWORK	1	12.41- 2.11AM	12.30	4,330	5.2	2,170	2.6	14	3.6	FRI.							
			12.45						3.1	FRI.							
			1.00														
			1.15				2.9*	15*	2.8	FRI.							
			1.30						2.4	FRI.							
			1.45				2.1*	14*	1.8	FRI.							
			2.00						1.9	FRI.							
NBC DAVID LETTERMAN II		>	1.00	2,080	2.5	1,830	2.2	15	2.4	M-TH	2,250	2.7	1,830	2.2	15	2.3	M-TH
			1.15						2.1	M-TH						2.1	M-TH
			1.30						2.1	WED.						1.9	TUE.
			1.45						2.0	WED.							
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,500	1.8	1,170	1.4	13	1.4	M-F	1,250	1.5	1,080	1.3	12	1.6	M-F
			1.45				1.3*	11*	1.4	M-TH				1.6*	14*	1.3	M-TH
			2.00						1.5	TU-F						1.2	M-F
			2.15				1.4*	15*	1.4	TU-F				.8*	8*	.8	M-F
			2.30						1.3	W & F							
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC ABC NEWS THIS MORNING-600(SUS)		6.00- 6.15AM	6.00							M-F							M-F
ABC ABC NEWS THIS MORNING-615(SUS)		6.15- 6.30AM	6.15							M-F							M-F
ABC ABC NEWS THIS MORN-MON(B)	2	6.45- 7.00AM	6.45								750	.9	580	.7	10	.7	MON.
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,420	1.7	1,330	1.6	18	1.6	M-F	1,500	1.8	1,330	1.6	16	1.6	TU-F
ABC GOOD MORN,AMER-MON-730(B)	2	7.30- 8.00AM	7.30								2,670	3.2	1,830	2.2	17	2.2	MON.
			7.45													2.1	MON.
ABC GOOD MORN,AMER-MON-830(B)	2	8.30- 9.00AM	8.30								3,170	3.8	2,500	3.0	14	3.1	MON.
			8.45													2.8	MON.
ABC LOVE BOAT DAYTIME-MON(B)	2	11.00-12.00NN	11.00								7,000	8.4	4,580	5.5	18	4.6	MON.
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
ABC LOVE BOAT DAYTIME-MON(B)-CONT'D																	
			11.15											4.8* 16*	5.1	MON.	
			11.30											6.1* 19*	6.0	MON.	
			11.45											5.6 18	6.2	MON.	
ABC FAMILY FEUD-MON(B)	2	12.00-12.30PM	12.00								5,660	6.8	4,660	5.6 18	5.3	MON.	
			12.15											5.8 19	5.8	MON.	
ABC RYAN'S HOPE-MON(B)	2	12.30- 1.00PM	12.30								6,160	7.4	4,910	5.9 19	5.8	MON.	
			12.45											6.0	6.0	MON.	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45														
ABC ALL MY CHILDREN-MON(B)	2	1.00- 2.00PM	1.00								8,500	10.2	6,750	8.1 25	7.9	MON.	
			1.15											8.2* 25*	8.5	MON.	
			1.30											8.0* 24*	8.3	MON.	
			1.45											7.6	7.6	MON.	
ABC ABC DAY NEWSBRIEF-MON(B)	2	1.57- 1.59PM	1.45								5,660	6.8	5,500	6.6 20	6.6	MON.	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,580	9.1	7,330	8.8	30	8.8	M-F	6,660	8.0	6,410	7.7 28	7.7	TU-F	
ABC ONE LIFE TO LIVE-MON(B)	2	2.00- 3.00PM	2.00								7,000	8.4	5,330	6.4 20	6.5	MON.	
			2.15											6.3* 20*	6.1	MON.	
			2.30											6.5	6.5	MON.	
			2.45											6.6	6.6	MON.	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45													M-F	
ABC GENERAL HOSPITAL-MON(B)	2	3.00- 4.00PM	3.00								7,660	9.2	5,750	6.9 21	6.7	MON.	
			3.15											6.7* 21*	6.8	MON.	
			3.30											7.1* 22*	6.9	MON.	
			3.45												7.2	MON.	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45													M-F	
CBS SUMMER SEMESTER MWF(SUS)		6.00- 6.30AM	6.00													M-F	
CBS SUMMER SEMESTER TTH(SUS)		6.00- 6.30AM	6.00													M-F	
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30	500	.6	<<			<<	M-F	580	.7	500	.6 7	.5	M-F	
			6.45						<<	M-F					.7	M-F	
CBS ALICE-M-F(B)	2	10.30-11.00AM	10.30								5,080	6.1	4,500	5.4 19	5.1	MON.	
			10.45												5.7	MON.	
CBS PRICE IS RIGHT 1(B)	2	11.00-11.30AM	11.00								6,080	7.3	5,000	6.0 20	5.7	MON.	
			11.15												6.3	MON.	
CBS PRICE IS RIGHT 2(B)	2	11.30-12.00NN	11.30								7,080	8.5	6,250	7.5 24	7.0	MON.	
			11.45												8.0	MON.	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,250	7.5	6,000	7.2	31	7.2	M-F	5,830	7.0	5,660	6.8 29	6.8	M-F	
CBS US OPN TENNIS-FRI.(S)	2	12.30- 5.00PM	12.30								12,500	15.0	3,080	3.7 15	4.6	FRI.	
			12.45											4.3* 19*	4.1	FRI.	
			1.00												4.0	FRI.	
			1.15											3.8* 15*	3.5	FRI.	
			1.30											3.1* 12*	3.3	FRI.	
			1.45												3.0	FRI.	
			2.00											3.6* 15*	3.8	FRI.	
			2.15												3.5	FRI.	
CONT'D																	

WEEK 2

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielson NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	4,000	4.8	3,420	4.1	20	4.1		4,080	4.9	3,250	3.9	18	3.9	
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	4,660	5.6	4,410	5.3	23	5.3		3,500	4.2	3,420	4.1	18	4.1	
ABC NCAA FOOTBALL PRE GAME	2	3.30- 3.43PM	-GRID								5,660	6.8	6,080	7.3	24		
CBS SUMMER SEMESTER-SAT(SUS)		6.00- 6.30AM	6.00														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,920	2.3	1,420	1.7	13	1.7		2,080	2.5	1,750	2.1	15	2.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,580	1.9	1,500	1.8	10	1.8		2,250	2.7	2,170	2.6	14	2.6	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,420	4.1	2,500	3.0	15	3.0		2,670	3.2	2,330	2.8	13	2.8	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	4,000	4.8	3,920	4.7	22	4.7		4,910	5.9	4,660	5.6	25	5.6	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,660	5.6	4,410	5.3	23	5.3		5,080	6.1	5,000	6.0	27	6.0	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,830	5.8	4,660	5.6	25	5.6		5,830	7.0	5,330	6.4	29	6.4	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,080	6.1	4,330	5.2	23	5.2		4,660	5.6	4,250	5.1	23	5.1	
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	2,920	3.5	2,580	3.1	13	3.1								
CBS IN THE NEWS-12.56PM(B)	1	12.56-12.59PM	12.45	2,750	3.3	2,580	3.1	13	3.1								
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,920	4.7	3,670	4.4	36	4.4		3,750	4.5	3,670	4.4	33	4.4	
NBC BETCHA DON'T KNOW-9:28AM		9.28- 9.30AM	9.15	7,160	8.6	7,000	8.4	44	8.4		8,580	10.3	8,250	9.9	48	9.9	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	4,580	5.5	4,500	5.4	24	5.4		4,410	5.3	4,330	5.2	23	5.2	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	2,920	3.5	2,750	3.3	15	3.3		2,750	3.3	2,670	3.2	14	3.2	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	3,580	4.3	3,420	4.1	17	4.1		3,170	3.8	3,080	3.7	15	3.7	
NBC BASEBALL FILL-NBC(SUS)		4.49- 5.00PM	4.45														
DAY SUNDAY																	
ABC BEST/KIDS-PEOPLE TOO I	2	9.30-10.06AM	-GRID 10.00								1,750	2.1	1,250	1.5	7	1.5	
ABC SCHOOLHOUSE ROCK-10.26AM	2	10.26-10.29AM	10.15								1,500	1.8	1,330	1.6	7	1.6	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	-GRID 11.00	2,080	2.5	1,580	1.9	10	2.1								
ABC DEAR ALEX & ANNIE-11.25AM	1	11.25-11.29AM	11.15	2,330	2.8	2,250	2.7	14	2.7								
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM1	2	1.00- 4.13PM	-GRID 4.00 4.15								24,660	29.6	12,580	15.1	41	14.0 6.9	
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 3.56PM	-GRID 3.45 4.00 4.15								11,410	13.7	4,410	5.3 5.4*	14 14*	5.6 <<	